

CAMPAIGNS AND ELECTIONS MINOR

A minor in Campaigns and Elections offers students an opportunity to explore critical issues in the theory and practice of political campaigns and elections in the United States. Courses in this multi-disciplinary minor prepare students for internships, jobs, and graduate programs in the professional field of campaigns and elections.

In the required courses, students learn the foundation of US campaigns and elections. After completing the foundational courses, students will know the operation of political campaigns drawing from both rigorous studies within political science as well as the seasoned experience of successful political operatives. They will also understand the design and operation of elections in the United States, including the laws, rules, and practices surrounding who can vote, when and by what means, and how such laws, rules, and practices can affect turnout and demographics of who votes. The electives for the Campaigns and Elections minor provide students with a tailored set of courses that build professional skills. The elective allow students to target their particular interests related to US campaigns and elections. Politics majors can complete the minor in Campaigns and Elections but only two courses used to complete the minor can also be used to fulfill requirements in the Politics major.

For a 15-credit minor in Campaigns and Elections, students complete the following:

Code	Title	Credits
POLI 2114	Public Opinion and Polling	3
POLI 2115	Campaigns and Elections	3
POLI 4310	War on Voting: Election Laws and Administration in the United States	3
Select two elective courses from the following (from two different departments):		6
COMM 1102	Introduction to Public Relations	
COMM 2201	Persuasion	
COMM 3333	Public Relations Management and Campaigns	
ECON 2185	Regional Economic Development	
ECON 3252	Urban Economics	
ECON 3276	Public Finance	
ENGL 1850	Professional Presentations: Writing and Delivery	
ENGL 3201	Persuasive Writing	
MKTG 1101	Principles of Marketing	
MKTG 2241	Digital Marketing	
MKTG 2251	Social Media Marketing	
MKTG 3331	Media Strategy	
POLI 2108	Political Parties and Interest Groups	
POLI 2111	Media and Politics	
POLI 2121	Women in Politics	
PUAD 5435	Grant Writing	
Total Credits		15